

APPENDICES

APPENDIX A. STUDENT ARTISTS MANAGERS

The Student Artist Managers (SAM) is the administrative arm of the Culture and Arts Office. Their work is sub-divided into Talent Management, Research and Training, Marketing, Event Management, Office Management. The Director will directly supervise the work and training of the SAMs. Ideally, SAM should maintain a minimum of 15 members. Below are the different divisions that comprise the SAM and their functions. Each group will have a division head:

TALENT MANAGEMENT DIVISION:

1. Acts as a liaison officer between clients and the performing group's trainer and DM-Production regarding the details of performance request.
2. Ensures the clients of the performance of the group and sees to it that the proper answer is given back to the client.
3. Takes care of coordinating other collateral needs of the performing groups that would be needed in their self-organized productions (i.e. office mgmt (ushering), research/training (monitoring and evaluation, marketing) up to the initial meeting.
4. Processes performance requests, AQuA requirements and other tasks delegated by the CAO personnel
5. Updates the calendar, books the performance on the Booking board and logbook
6. Checks DAILY the performance request and does the follow-up of its status
7. Files the forms needed in the performance requests folder, maintains a listing of granted/ denied requests, and ensures its orderliness
8. Checks if a performance request conflicts with other request or activities of the requested group
9. Releases letters to the requesting party regarding request status
10. Does the follow-up on accomplished performance request evaluation forms

RESEARCH AND TRAINING DIVISION

A. ACADEMIC MONITORING

1. Checks all the grades of all members from the student support staff (SAM/GMG) and the performing groups and submits a summary report to the Coordinator/Director of those who need academic advising and referral to OCCS study enhancement program.
2. Collates the information regarding CAO group member's academic performance for the operational plan

B. PERFORMANCE MONITORING for SELF ORGANIZED PRODUCTIONS, PERFORMANCE REQUESTS AND PRODUCTION/MEDIA REQUESTS

1. Prepares the evaluation sheets to be distributed upon information from the talent manager based on the calendar of events.
2. Ensures that evaluation sheets are distributed to the audience during the performance by the ushers.
3. Computes for the results of the evaluations.
4. Prepares a summary of the results on the evaluation sheet and focus group discussion.

C. TRAINING /SEMINARS

1. Handles the logistics of all CAO-sponsored seminars – preparation of nametags, registration sheets
2. Follows up response of guest speakers and acts as liaison officer between CAO and SLIFE.
3. Prepares and distributes training evaluation forms and makes the analysis of the information.
4. Makes a summary report on the analysis.
5. Involved in planning for seminars to be organized (either by CAO or SLIFE) based on the needs of the students.
6. May be asked to facilitate energizers during seminars

D. PROGRAM EVALUATION

1. Assigned to facilitate and compute for the results of the annual CAO program evaluation
2. Assists the Director on the profiling research for CAO in terms of data gathering, tallying and data analysis.

OFFICE MANAGEMENT

A. ADMINISTRATIVE

1. Monitors the membership status through the maintaining the CAO artists' data regularly particularly in:
 - a. membership profiles of all members
 - b. members' benefits availed- NSTP , etc.
 - c. members' artistic performance – through evaluation of A&A grades given by trainers
 - d. academic performance (i.e. recommendation for OCCS academic advising and monitoring fulfillment)
2. Prepares certificates of appreciation to all graduating CAO members.
3. Checks and screens all AQUA documents before the CAO Director reviews them.
4. Takes note of all violations of the CAO groups, and prepares the report to be submitted to the trainer and Director.
5. Reminds the assigned groups of the CAO-owned rooms (i.e. rehearsal rooms, Chamber/chorale room, Harlequin Room, Band Room, Production Room) to keep them in proper order.
6. Takes down minutes for the Council of Company Managers' Meetings and annotates during the officers' leadership trainings.
7. Organizes the calendar for deliverables from the staff, trainers and student artists based on the AQUA documents submitted.
8. Reports the status of the rooms weekly to the Director (e.g. for repairs, maintenance, which rooms are tidy/untidy).

B. INFORMATION MAINTENANCE

1. Maintains the SAM Bulletin Board
2. Maintains the website information in consultation with the CAO Director and Coordinator.
3. Maintains the CAO yahoogroups under consultation with the Coordinator

C. HUMAN RESOURCE RECRUITMENT

1. Assigned to strategize on the recruitment of future SAMs and makes sure that the office maintains the right numbers for each division.
2. Ensures the well-being of each SAM and his contentment in CAO.
3. Handles SAM professional information(i.e bio-data, time cards and ranks)
4. Handles ushering requests.

MARKETING MANAGEMENT

A. SALES

1. Prepares sales strategies for the marketing of CAO-related and CAGs (optional) events.
2. Comes up and maintains a listing of prospective clients for bulk ticket sales to act as a centralized listing for all CAO groups.
3. Builds relationships with prospective clients and tie-ups with other schools/other organizations, for campus selling activities.
4. Reports customer feedback to the Marketing Head to be relayed and worked upon by the Publicity and Creative Group Heads.
5. Sells tickets in the CAO workroom, on behalf of the CAO groups.

B. SPONSORSHIPS

1. Prepares strategies for the sponsorship marketing of CAO-related and CAGs (optional) events.
2. Comes up and maintains a listing of prospective corporate clients.
3. Builds relationships with prospective clients and tie-ups with corporations/ commercial ticketrons in malls.
4. Proposes the sponsor-pricing scheme, appropriate media values and discount schemes for corporate buys.
5. Reports customer feedback to the Marketing Head to be relayed and worked upon by the Publicity and Creative Group Heads.

C. PUBLICITY

1. Prepares and collates materials for posting in the bulletin board and website (general or from every CAG, every month).
2. Prepares publicity strategies for CAO-sponsored events and CAG-sponsored events (optional, as requested).
3. In charge of all information dissemination activities for CAO/ CAG (e.g. actual posting and legwork)
4. Prepares publicity releases for radio and print and coordinates with ITC, MCO and SPO for publishing.
5. Stamps publicity materials (e.g. posters, door hangers, etc.) for CAG-sponsored events.

6. Collates materials and supervises the production in cooperation with the Creatives Division of GMG on the following materials:
 - o CAO brochure/calendar of activities – released every start of the term
 - o CAO online newsletter – released every end of the term

EVENT MANAGEMENT (FOR CAO ONLY)

1. Acts as production manager for all CAO-sponsored activities
2. Spearheads and orchestrates CAO-sponsored special events with the help of other Student Artist Managers and GMG (e.g. Night of the Arts, Recruitment Week, CAO Awards, etc.)
3. Prepares a project proposal for each event, and ensures the quality of each activity.
4. Coordinates with GMG and other CAGs committees for the details and requirements.
5. Prepares the activity report.
6. Looks for suppliers if needed.